

I CLAIM:

1) A purchase recommendation method for items by a user, comprising the steps of:

- a) providing predetermined selections of items for purchase;
- b) correlating said predetermined selections of items according to a
5 weighted attribute scale;
- c) receiving selected attributes of preference from the user;
- d) determining a match between said correlated predetermined selections of
items and said received selected attributes of preference from the user;
and
- e) presenting said determined match to the user for purchase.

10 2) A purchase recommendation method for items by a user as recited in Claim 1

further comprising the steps of:

- f) receiving a rejection of said presented determined match by the user; and
- 15 g) presenting a subsequent determined match to the user for purchase.

3) A purchase recommendation method for items by a user comprising the steps:

- a) providing an event group comprising selected events derived from the user;
- 5 b) determining selected recommendations via a preference mapping engine;
- c) deriving an event group score from preferences received from the user;
- d) organizing said determined selected recommendations according to said event group score; and
- e) presenting selected said organized event group to the user for purchase.

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4) A purchase recommendation method for items by a user as recited in Claim 3 wherein said event group consists of at least one event derived from the user.

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5) A purchase recommendation method for items by a user as recited in Claim 3 wherein said preference mapping engine consists of the steps:

- f) providing a catalog of selected event attributes stored on a database;
- g) deriving selected event preferences from the user;
- h) comparing selected event attributes and selected event preferences; and
- i) deriving a preference map from said derived selected event preferences from the user and said stored selected event attributes.

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6) A purchase recommendation method for items by a user as recited in Claim 5

wherein said preference map consists of the steps:

j) determining a relevance score denoting selected event attributes;

5 k) determining a prominence score denoting relative prominence of the
selected event attributes;

l) deriving an attribute score, said attribute score defining a quantitative
relationship of said relevance score and said prominence score of said
selected event attributes stored on said database; and

10 m) adding said attribute score to said event group score.

7) A purchase recommendation method for items by a user recited in Claim 6

wherein said quantitative relationship is the product of said prominence score and
said attribute score.

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8) A purchase recommendation method for items by a user as recited in Claim 3

wherein said events selected from the group consisting of musical concerts,
theatrical productions, opera productions and ballet productions.

9) A purchase recommendation method for items by a user as recited in Claim 3
wherein said organized selected recommendations are sorted from the highest said
event group score to the lowest said event group score.

5 10) A purchase recommendation method for items by a user as recited in Claim 3
further comprising the step of accepting for purchase said selected organized
event group by the user.

10 11) A purchase recommendation method for items by a user as recited in Claim 3
further comprising the step of rejecting said selected organized event group by the
user.

15 12) A purchase recommendation method for items by a user as recited in Claim 11
wherein the step of rejecting said selected organized event group by the user
consists of the steps:
a) presenting a next in sequence of said organized event group to the user;
b) accepting for purchase said next in sequence said organized event group
by the user; and
c) terminating the recommendation presentation by the user.

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13) A purchase recommendation method for items by a user as recited in Claim 11
wherein the step of rejecting said selected organized event group by the user
consists of the steps:

5 d) presenting said selected organized event group to the user;
e) accepting for purchase said selected organized event group by the user;
and
f) terminating the recommendation presentation by the user.